



Republic of the Philippines
DEPARTMENT OF FINANCE

Roxas Boulevard Corner Pablo Ocampo, Sr. Street
Manila 1004

BAC RESOLUTION NO. 048-2021
May 24, 2021

**RECOMMENDING THE ENGAGEMENT OF SERVICES OF A
COMMUNICATION STRATEGIST IN THE DEPARTMENT OF FINANCE**

WHEREAS, the Department of Finance (DOF), will launch communication campaigns aimed at educating the public on the importance of financial responsibility and increasing the public's satisfaction and trust in the DOF and the Economic Development Cluster as key contributors to nation-building, especially in the country's fight against the COVID-19 pandemic. This will be done by communicating the efforts and initiatives in support of the Duterte administration's zero-to-ten-point socioeconomic agenda through various multimedia communication platforms. The campaigns include the flagship reforms, such as the Comprehensive Tax Reform Program (CTRP), Financial Institutions Strategic Transfer (FIST) Act, Government Financial Institutions Unified Initiatives to Distressed Enterprises for Economic Recovery (GUIDE) Act, the economic recovery program (ERP), and the Build, Build, Build (BBB) program, the Philippine government's contingent liabilities and reforming the pension system of our military and uniformed personnel (MUP), the Climate Change Commission (CCC) project on the movement to ban single-use plastics nationwide and the amplification of BARMM's significant milestones towards enduring peace and prosperity in the region;

WHEREAS, the DOF is seeking the services of a Communication Strategist who will assist the Department in developing a brand and communication strategy for the DOF to aid in the swift passage of the remaining packages of the CTRP and align system-wide communications covering the DOF and its attached agencies. The consultant will liaise closely with the DOF and other consultants engaged in similar and relevant tasks;

WHEREAS, the engagement of services of a Communication Strategist with the requisite media expertise to perform the following services is deemed urgent and necessary:

1. Synthesizing research information (for and within the DOF and its attached agencies), which includes key insights on target audience based on surveys and/or studies accessible to the consultant and the DOF, to understand the public's perception of the DOF's responsibilities and achievements and recommend appropriate strategies to improve its performance;
2. Developing a multimedia communication plan for the DOF campaigns, which shall include communication strategy, media plan, key messages and its sources, platforms/channels of communication, stakeholder events

- or activities, and plan milestones and performance indicators, among others;
3. Producing monthly evaluation of the performance and public sentiment analysis of the DOF's multimedia releases, which shall serve as baseline data to be measured against identified key performance indicators measuring the effectiveness of the DOF campaigns;
 4. Assisting the DOF in the production and development of communication materials for television, radio, print, and digital channels (social media and website), including identification and coordination with third-party communications partners, whenever needed; and
 5. Performing other related tasks as assigned by the DOF Spokesperson and Head of Communications.

WHEREAS, the services to be undertaken are highly technical in nature and would necessitate the hiring of a Communication Strategist;

WHEREAS, the BAC validates that Mr. Nicanor Gabunada, Jr. is legally, technically and financially capable to undertake and fulfill the consultancy work based on the Terms of Reference;

WHEREAS, the BAC recommends the engagement of services of Mr. Nicanor Gabunada, Jr. for a monthly rate of One Hundred Fifty One Thousand Five Hundred Twenty Pesos and 40/100 (₱151,520.40), subject to withholding tax and, any and all taxes payable to the government;

WHEREAS, Mr. Nicanor Gabunada, Jr.'s contract shall be for the period June 16, 2021 – December 15, 2021;

WHEREAS, as provided under Section 53.7 of the 2016 Revised Implementing Rules and Regulations (2016 Revised-IRR) of Republic Act (RA) No. 9184, negotiated procurement is allowed, *"In the case of individual consultants hired to do work that is (i) highly technical or proprietary; or (ii) primarily confidential or policy determining, where trust and confidence are the primary consideration for the consultant, Provided, however, That the term of the individual consultants shall, at the most, be on a six month basis, renewable at the option of the Head of the Procuring Entity (HoPE), but in no case shall exceed the term of the latter"*;

NOW THEREFORE, for and in consideration of the foregoing premises, the Bids and Awards Committee (BAC) hereby resolves, as it hereby resolved, to recommend to the HoPE the engagement of the services of Mr. Nicanor Gabunada, Jr. as Communication Strategist for the period of six (6) months from June 16, 2021 to December 15, 2021 in the amount of Nine Hundred Nine Thousand One Hundred Twenty Two Pesos and 40/100 (₱909,122.40), subject to withholding tax and, any and all taxes payable to the government.